EO Leads 2.0 - Smart Campaign

Campaign Structure			**Goal: 6+ Month Drip *(~180 Days)***
Timing	**Method**	**Value/CTA**	**Content**
Immediate	Call Task	Call Task #1	Goal: Confirm home address, lead interest and living status of the home. Instructions: Call the lead to verify if they currently live in the home and establish rapport. Keep it light and curious. Script: “Hi {lead_first_name}, this is {your_name} with eXp Realty. I’m calling because you recently requested a cash offer through ExpressOffers. I just wanted to follow up and make sure you received the initial email we sent with next steps. These offers are based on your home’s condition, so to move forward, I just need to confirm a few details to make sure we’re connecting you with the right buyers. Do you have a few minutes now, or would later today or tomorrow work better for a quick 10- to 15-minute call?”
Immediate	Email	Introduction Value, Timing, Appt	**Subject: Where should we send your cash offer?** Hi {lead_first_name}, Thanks for requesting a cash offer through ExpressOffers. We're ready to match your home with real buyers actively purchasing in your area. To get started, can you confirm the address of the property you're looking to sell? That helps us verify buyer interest and pull the right data. You’ve probably seen how easy some companies make it sound, just click a button and get an offer. But in reality, serious cash buyers still need basic details to make a real offer they can stand behind. Skipping that step usually leads to lowball numbers or last-minute changes. Our goal is to get you the strongest, most realistic offer possible, based on your home as-is. Looking forward to your reply,

2 Mins	Text	Address?	Hi {lead_first_name}, to match you with buyers through ExpressOffers, I just need your property's address. Where's the home you're considering selling?
3 Mins	Task	Custom Video	Think about sending a custom video in a text message introducing yourself. Goal: Build rapport quickly and stand out by sending a personalized video that introduces yourself, reinforces the ExpressOffers value, and invites a response. Task Instructions: Record a short, custom video (under 60 seconds) for the lead using your phone or a tool like BombBomb, Loom, or kvCORE's video feature. Keep it casual, smile, and speak directly to the camera. Mention their first name and let them know what to expect next. Pro Tip: Stand in front of a neutral background, wear branded clothing if possible, and record in natural light. Be real, not rehearsed. Script Suggestion: "Hi {lead_first_name}, I'm {your_name} with eXp Realty and I saw you requested info through ExpressOffers—thanks for checking us out! I wanted to quickly introduce myself and let you know I'm here to help you explore all your selling options, whether it's a competitive cash offer or a top-dollar market strategy. If you're open to chatting for a few minutes, I'd love to learn more about your home and your goals. Let me know the best time for a quick call—or reply here with any questions! Looking forward to connecting soon!"
Day 2	Email	Motivation - Why moving?	**SUBJECT: considering a move?** {lead_first_name}, Just curious, why are you considering a move? Warm Regards,
Day 2	Call Task		**Call Task #1 repeated** + "Did you receive the email about ExpressOffers? When would be a good time for a quick chat about your selling timeline?"
Day 3	Text	Living in?	

			Hi {lead_first_name}, it's {agent_first_name}. Are you currently living in the home you inquired about? Quick question while I gather info for your offer.
Day 3	Call Task		**Still trying to connect for the first time**
Day 4	Email	Reason for Selling	**Subject: Why are you selling?** Hi {lead_first_name}, What's the big reason for moving? New job, upsizing, downsizing? Knowing more helps me tailor the best offer strategy for you.
Day 5	Text	Drop the ball?	It's {lead_first_name}, I noticed you haven't taken a look at the information about getting cash offers for your home. Did I drop the ball? Were you looking for something different? {agent_cell_phone}
Day 7	Email	Market Value Prompt	**Subject: How much is your home worth?** Hi {lead_first_name}, Do you have a number in mind? How did you come to that price? Let's compare it to what homes in your area are selling for.
Day 10	Email	Confirm Timeframe	**SUBJECT: Can you confirm your time frame?** Hi {lead_first_name}, Thank you for requesting a home cash offer. Would you reply to this email to confirm your time frame for selling? A. You are ready to sell today. B. You are about 3-6 months from selling. C. Just curious about the market. No matter where you are in the process, I'm happy to answer any questions you have. Have a great day!
Day 14	Text	Motivation - Valuation	Hey {lead_first_name}, I'd love to get you a free value report and show you what buyers are paying near you. Can you text me your home's address?
Day 20	Email	Drop the ball?	**SUBJECT: Drop the ball?**

			Haven't heard back yet, {lead_first_name}. Were you looking for something different? Has anything changed about selling your home?
Day 25	Text	Value	Hi {lead_first_name}, it's {agent_first_name} with eXp ExpressOffers. I wanted to email you personalized market updates in your area. Tell me more about your current property…
Day 30	Task	**~ 30 Days After First Conversation**	Goal: Re-engage, reassess motivation, and move the lead closer to an appointment. Task Instructions: Reach out to continue the conversation and uncover any changes in the lead's selling plans. Use a curious, friendly tone to invite them into the next step—whether it's a market update or in-person appointment. Script: "Hi {lead_first_name}, it's {your_name} with eXp Realty. We spoke about a month ago regarding your home and the ExpressOffers option. Since we last connected, I wanted to find out—have your plans to sell moved forward, or are you still exploring possibilities? If it's helpful, I can provide a refreshed home valuation or even stop by for a quick consult. No pressure—my goal is to make sure you have the most relevant info for when you're ready."
Day 33	Email	Value (2)	**SUBJECT: Still looking for a cash offer?** Hi there, It's been a few weeks since you visited our site to inquire about getting a cash offer on your home. Are you still interested in selling? My team and I have helped many sellers get top dollar for their homes, and I'd be happy to provide a list of references to help you feel confident in making a decision to work with us. We're here to help every step of the way. Would you be available to chat sometime this week? Looking forward to hearing from you!
Day 42	Text	CTA - Buying?	

			Hi {lead_first_name}, are you planning to buy after you sell? What kind of home are you looking for next? What neighborhoods or areas are you considering?
Day 50	Email	Timeframe	**SUBJECT:** Magic wand {lead_first_name}, if you could "wave the magic wand" so to speak, when would you like to be closed and have cash in hand for your home? Best, {agent_full_name}
Day 60	Email	About the Home Home Condition	**Subject: What's the condition of your home?** Hi {lead_first_name}, Is your place like new, move-in ready, or needs a few updates? This helps with accurate cash offers.
Day 64	Text	Price Target	Hi {lead_first_name}, How do you plan to price your home? Are you aiming for market value or starting higher?
Day 76	Email	Value - Cash Offer	**SUBJECT: What's your home worth today?** Hi {lead_first_name}, We can run a home value analysis and show you both investor cash offers and what you might get going traditional market route. Just need one quick thing from you—can you confirm the property address? That way, I can pull comps, prepare a detailed report, and send options your way. Looking forward to helping you explore both paths.
Day 88	Email	CTA	**SUBJECT: Home pricing opinion?** Hi {lead_first_name}, How much do you think your home is worth? Are you aware of what homes in that neighborhood are selling for?
Day 90	Call Task		Goal: Learn about the home's condition and pricing expectations.

			Instructions: Understand what the seller thinks their home is worth and its current state. Script: “Hi {lead_first_name}, just a quick call to understand your home’s condition. Would you say it’s move-in ready, needs updates, or in need of repairs? Also, how much do you think your home is worth? Knowing that helps me align you with the most competitive offers. Do you have time this week for a quick walkthrough or pricing review?”
Day 110	Email	Value - Apt	**SUBJECT: Scheduled call for cash offer** Hi {lead_first_name}, Do you have time tomorrow for a 15 minute no-obligation consultation with an area expert? Let’s take a few minutes to discuss your home sale situation.
Day 124	Text	Giving Up?	Hi, are you thinking of giving up on selling your property for top dollar?
Day 140	Email	Buyers are interested	**SUBJECT: Buyers are interested** Hello {lead_first_name}, The market is heating up and buyers are interested in your neighborhood. This is great news for you because inventory is low and demand is high. If you'd be interested in discussing the possibility of listing your home, I have some competitive analysis I'd love to share with you. I think you'll be surprised at just how much we could list your home for. If you'd like to learn more, you can set up a quick 15-minute call with me. Are you available tomorrow? Regards,
Day 160	Email	How’s the market?	**SUBJECT: Curious about the market?** Hi {first_name}, I wanted to reach out because home prices in the area are still on the rise. Would you like to know your home’s updated value? Let me know!
Day 200	Text	Sell first?	**SUBJECT: Sell your current home first?**

			Hi {lead_first_name}, Are you thinking about whether you need to sell your current home before closing on your next one? Let me know if you'd like to explore your options. I'm here to help! Best regards,